

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	Group Art Unit: 2153
Eduardo F. Llach)	Examiner: Bates, Kevin T.
Serial No.: 10/767,050)	
Filed: January 28, 2004)	
)	AMENDMENT AND REQUEST FOR
)	CONTINUED EXAMINATION
For: SYSTEM FOR AUTOMATICALLY)	
SELLING AND PURCHASING)	
HIGHLY TARGETED AND)	162 N. Wolfe Road
DYNAMIC ADVERTISING)	Sunnyvale, CA 94086
IMPRESSIONS USING A)	(408) 530-9700
MIXTURE OF PRICE METRICS)	
)	Customer Number 28960

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This amendment is a bona fide submission filed with the accompanying Request for Continued Examination (RCE) under 37 CFR 1.114.

AMENDMENTS

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.